



03-12-01

JC11 Rec'd PCT/PTO 08 MAR 98

US

PCT Applicant's Guide - Volume II - National Chapter - US

Annex US.II, page 1

Express Mail No. EL634499706US

FORM PTO-1390
(REV 10-95)

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

ATTORNEY DOCKET NUMBER

**TRANSMITTAL LETTER TO THE UNITED STATES
DESIGNATED/ELECTED OFFICE (DO/EO/US)
CONCERNING A FILING UNDER 35 U.S.C. 371**

96790P344

U.S. APPLICATION NO. (If known, see 37 CFR 1.5)

09/786876

INTERNATIONAL APPLICATION NO.

PCT/JP99/04878

INTERNATIONAL FILING DATE

September 8, 1999

PRIORITY DATE CLAIMED

September 9, 1998

TITLE OF INVENTION

ADVERTISING SYSTEM USING INTERNET - UTILITY

APPLICANT(S) FOR DO/EO/US

Masahiro Kawano; Yutaka Inoue

Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:

1. ☒ This is a **FIRST** submission of items concerning a filing under 35 U.S.C. 371.
2. ☐ This is a **SECOND** or **SUBSEQUENT** submission of items concerning a filing under 35 U.S.C. 371.
3. ☐ This express request to begin national examination procedures (35 U.S.C. 371(f)) at any time rather than delay examination until the expiration of the applicable time limit set in 35 U.S.C. 371(b) and PCT articles 22 and 39(1).
4. ☒ A proper Demand for International Preliminary Examination was made by the 19th month from the earliest claimed priority date.
5. ☒ A copy of the International Application as filed (35 U.S.C. 371(c)(2)).
 - a. ☒ is transmitted herewith (required only if not transmitted by the International Bureau).
 - b. ☐ has been transmitted by the International Bureau.
 - c. ☐ is not required, as the application was filed in the United States Receiving Office (RO/US).
6. ☒ A translation of the International Application into English (35 U.S.C. 371(c)(2)).
7. ☐ Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371(c)(3)).
 - a. ☐ is transmitted herewith (required only if not transmitted by the International Bureau).
 - b. ☐ have been transmitted by the International Bureau.
 - c. ☐ have not been made; however, the time limit for making such amendments has NOT expired.
 - d. ☐ have not been made and will not be made.
8. ☐ A translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).
9. ☒ An oath or declaration of the inventor(s) (35 U.S.C. 371(c)(4)).
10. ☐ A translation of the annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371(c)(5)).

Items 11. to 16. below concern document(s) or information included:

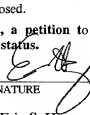
11. ☒ An Information Disclosure Statement under 37 CFR 1.97 and 1.98.
12. ☒ An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.
13. ☐ A FIRST preliminary amendment.
☐ A SECOND or SUBSEQUENT preliminary amendment.
14. ☐ A subsequent specification.
15. ☐ A change of power of attorney and/or address letter.
16. ☒ Other items or information:

priority request; formal drawings submittal; amendment to claims; petition for PCT application, Notification of receipt of record; International Search Report; 3 prior art references; request for the international preliminary examination; PCT written opinion; notification of transmittal of copies of translation of international prelim. exam. report; notice informing applicant of communication of the int'l application to the designated offices; notification of change of applicant; notification of change of attorney

US

JC02 Rec'd PCT/PTO 08 MAR 2001

Annex US.II, page 2 PCT Applicant's Guide - Volume II - National Chapter - US

US PCT APPLICATION NO. 077786876 INTERNATIONAL APPLICATION NO. PCT/JP99/04878		ATTORNEY'S DOCKET NUMBER 096790.P344	
17. <input checked="" type="checkbox"/> The following fees are submitted: BASIC NATIONAL FEE (37 CFR 1.492 (a) (1) - (5)): Neither international preliminary examination fee (37 CFR 1.482 nor international search fee (37 CFR 1.445(a)(2)) paid to USPTO and International Search Report not prepared by EPO or JPO \$1000.00 International preliminary examination fee (37 CFR 1.482) not paid to USPTO but International Search Report prepared by the EPO or JPO. \$860.00 International preliminary examination fee (37 CFR 1.482) not paid to USPTO but international search fee paid to USPTO (37 CFR 1.445(a)(2)) \$700.00 International preliminary examination fee paid to USPTO (37 CFR 1.482) but all claims did not satisfy provisions of PCT Article 33(1)-(4) \$690.00 International preliminary examination fee paid to USPTO (37 CFR 1.482) and all claims satisfy provisions of PCT Article 33(1)-(4) \$100.00		CALCULATIONS FOR PTO USE ONLY	
ENTER APPROPRIATE BASIC FEE AMOUNT =		\$ 860.00	
Surcharge of \$130.00 for furnishing the oath or declaration later than <input type="checkbox"/> 20 <input type="checkbox"/> 30 months from the earliest claimed priority date (37 CFR 1.492(e)).		\$	
CLAIMS	NUMBER FILED	NUMBER EXTRA	RATE
Total claims	13 - 20 =	0	X \$18.00
Independent claims	1 - 3 =	0	X \$78.00
MULTIPLE DEPENDENT CLAIM(S) (if applicable)			+ \$260.00
TOTAL OF ABOVE CALCULATIONS =		\$ 860.00	
Reduction of 1/2 for filing by small entity, if applicable. Verified Small Entity Statement must also be filed (Note 37 CFR 1.9, 1.27, 1.28).		\$	
SUBTOTAL =		\$ 860.00	
Processing fee of \$130.00 for furnishing the English translation later than <input type="checkbox"/> 20 <input type="checkbox"/> 30 months from the earliest claimed priority date (37 CFR 1.492(f)).		\$	
TOTAL NATIONAL FEE =		\$ 860.00	
Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31). \$40.00 per property +		\$ 40.00	
TOTAL FEES ENCLOSED =		\$ 900.00	
		\$ Amount to be refunded	
		charged	
a. <input checked="" type="checkbox"/> A check in the amount of \$ <u>900.00</u> to cover the above fees is enclosed. b. <input type="checkbox"/> Please charge my Deposit Account No. _____ in the amount of \$ _____ to cover the above fees. A duplicate copy of this sheet is enclosed. c. <input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. <u>022666</u> . A duplicate copy of this sheet is enclosed. NOTE: Where an appropriate time limit under 37 CFR 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the application to pending status. SEND ALL CORRESPONDENCE TO: Blakely, Sokoloff, Taylor & Zafman LLP 12400 Wilshire Blvd. 7th Floor Los Angeles, CA 90025-1026			
		SIGNATURE  Eric S. Hyman NAME	
		30,139 REGISTRATION NUMBER	

Specification

Advertising System Using Internet

Technical Field

- 5 The present invention relates to an advertising system which sends advertising information from an advertising information sending apparatus serving as a server storing advertising information of manufacturers and the like to advertising information
- 10 receiving apparatuses such as computers owned by individual users using the communication network of the Internet.

Background Art

- Conventionally, companies such as
- 15 manufacturers advertise to individual general users using the communication network of the Internet. In such an advertising system, for example, a company opens a homepage with its advertisement in the advertisement sending apparatus (server) of the company itself or an
- 20 agent that has made a contract so that advertising information is provided to users when they access the homepage. Alternatively, the mail addresses of users are registered in a company, advertising information is communicated from the company side to the mail address
- 25 of each user, and the user receives E-mail addressed to him/her by operating on the provider where the mail address is set, thereby receiving the advertising

information from the company.

In the conventional advertising systems using the communication network of the Internet, advertising information is not received by a user unless the user himself/herself operates to access the server on the company side or confirms whether the advertising information addressed to him/her has been communicated. This does not guarantee that advertising information that the company side wants to transmit is properly and quickly transmitted to each user and confirmed by the user. Hence, this system is not so efficient as an advertising means.

The present invention has been made in consideration of the above problem, and has as its object to provide an advertising system capable of properly transmitting advertising information to users.

Disclosure of Invention

In order to solve the above problem, according to the present invention, there is provided an advertising system using the Internet, in which an advertising information sending apparatus and an advertising information receiving apparatus are connected through a communication network of the Internet, characterized in that the advertising information receiving apparatus comprises automatic login means for automatically accessing the advertising information sending apparatus at preset time to receive

advertising information.

According to the present invention, even when the user does not operate the advertising information receiving apparatus to receive the advertising

5 information, the advertising information is automatically received at the preset predetermined time, so the advertising information is properly and quickly communicated to the advertising information receiving apparatus.

10 When there are a plurality of companies that want to send advertising information, each advertising information receiving apparatus may sequentially access the advertising information sending apparatuses of the respective companies to receive the advertising
15 information from each advertising information sending apparatus.

In addition, for example, when the company side wants to change the automatic access time set in the automatic login means, change information for
20 changing settings for the automatic login means is transmitted simultaneously with sending the advertising information.

Brief Description of Drawings

Fig. 1 is a view showing the arrangement of an
25 embodiment of the present invention; Fig. 2 is a block diagram showing the structure of a communication program; and Fig. 3 is a view showing an example of a

character.

Best Mode of Carrying Out the Invention

Referring to Fig. 1, reference numeral 1 denotes a communication network of the Internet, through which a main server 2 for managing an advertising system according to the present invention and servers 3 of companies that want to send advertising information are connected. A single main server 2 suffices while a plurality of servers 3 are present in units of companies, and the individual servers 3 are connected to the communication network 1. Each server 3 corresponds to an advertising information sending apparatus. On the other hand, personal computers 4 owned by personal users are connected to the communication network 1. The personal computers 4 correspond to advertising information receiving apparatuses. Reference numeral 41 denotes a monitor of each personal computer 4. Advertising information is stored in each server 3. Pieces of advertising information with different contents are stored in the servers 3. A communication program 5 as an automatic login means having the structure shown in Fig. 2 is installed in each personal computer 4. The communication program 5 is formed from a connection program 51 for connecting to the communication network 3, a main program 52 common to all the servers 3, and data 53 which changes depending on the server 3. For example, when a company uses a

specific person for TV and other commercial messages as an image character, data for displaying that person as the image character is contained in the data 53. In addition, time data for an access to the main server 2 or the server 3 of the company using the image character every predetermined time is contained in the data 53. When the communication program 5 is installed in the personal computer 4, for example, a character 6 shown in Fig. 3 is displayed. Simultaneously, the personal computer 4 automatically accesses, and the main server 2 issues an ID unique to each personal computer 4. The character 6 shown in Fig. 3 is a person. However, the character may be appropriately selected by the company that wants to send advertising information, and may be, e.g., an animation character. To install data related to the plurality of servers 3 in the personal computer 4, the data 53 of the communication program 5 is installed for each server 3. The connection program 51 and main program 52 are common to the data 53 and therefore only need be singly installed. Although the character 6 can be of any type, though it is preferably a character that the user would like to spontaneously install in his/her personal computer 4. When the user wants to install the character in his/her personal computer 4, he/she accesses the server 3 which stores the data of the desired character to download the communication program 5 from the server 3, or the company side records the

communication program 5 on a storage medium such as a CD-ROM and distributes it. In installing, if the communication program 5 has already been installed, only the portion of the data 53 is stored in the personal computer 4. When a plurality of data 53 are stored in the personal computer 4, the user can click the character 6 to select and switch the type of character 6. When the character 6 is switched, referring to Fig. 3, an advertising message stored in the data 53 together with the character 6 newly displayed is displayed on a display section 61 in the form of a balloon. The character 6 is set to be displayed at the upper portion of a window AP of an active application: the character 6 is always located on the front side and is not hidden by other windows. The display section 61 is displayed for a predetermined time and automatically disappears. As an advertising message, the URL of the homepage of the company may be displayed on the display section 61. In this case, when the URL is clicked, a browser installed in the personal computer 4 in advance is activated to access the homepage of the company. The communication program 5 automatically accesses the server 3 every predetermined time set in the data 53, downloads latest data from the server 3, and updates the existing data 53. After that, the advertising message displayed on the display section 61 has the updated contents.

The communication program 5 may have a mail

check function, periodically make a round to check whether mail addressed to the user is transmitted, and cause the display section 61 to display the result. In addition, a company sometimes holds an advertising
5 campaign for a predetermined period. In this case, the data 53 contains use valid date data, and when the due date has expired, only the data 53 related to the company is inhibited to use or erased. The expiration of due date can be managed by the clock in the personal
10 computer 4 or may be managed on the basis of the clock in the main server 2. The character 6 may have a launcher function. In addition, for example, when the personal computer 4 is used in an office, the character 6 may be set not to be displayed. The character 6 can
15 be a still image. However, the character 6 may be displayed as a moving image by continuously playing a plurality of images. When response switches for YES and NO are displayed on the display section 61, each user can be questioned.

20 The character 6 shown in Fig. 3 is sitting on the top line of the window AP. When the interval between the top line of the screen of the monitor 41 and the top line of the window AP decreases to reduce the space for displaying the character 6, the character 6 is
25 automatically moved to a side line SL or bottom line BL of the window.

To communicate advertising information to a

larger number of users, it is important to install the communication program 5 in a larger number of personal computers 4. To do this, setting is made to input the personal data of each user in installing the

- 5 communication program 5, and the personal data is transmitted to the main server 2. This enables an additional service that fortune-telling is done on the basis of the personal data, and the fortune-telling result is transmitted to the ID of the personal computer
- 10 4. Thus, the number of users who want to install the communication program 5 can be increased.

Industrial Applicability

- As is apparent from the above description,
- 15 according to the present invention, in the advertising system using the communication network of the Internet, the advertising information receiving apparatus side automatically accesses the advertising information sending apparatus to receive advertising information, so the advertising information can be properly communicated
- 20 to each user.

ART 34

Amendment to claims of PCT/JP99/04878

(1) An advertising system using the Internet,
2 in which an advertising information sending apparatus
3 and an advertising information receiving apparatus are
4 connected through a communication network of the
5 Internet, characterized in that
6 the advertising information receiving
7 apparatus comprises automatic login means for
8 automatically accessing the advertising information
9 sending apparatus at preset time to download through
10 the Internet advertising information stored in the
11 advertising information sending apparatus, and
12 on a monitor screen of the advertising
13 information receiving apparatus, the advertising
14 information downloaded by said automatic login means
15 is displayed, together with a predetermined character,
16 in a balloon accompanying the character.

(2) An advertising system using the
2 Internet according to claim 1, characterized in that
3 said automatic login means accesses a
4 plurality of advertising information sending
5 apparatuses connected to the Internet, and
6 the advertising information receiving
7 apparatus has a plurality of characters corresponding
8 to the plurality of advertising information sending
9 apparatuses.

(3) An advertising system using the

2 Internet according to claim 1, characterized in that a
3 URL of a homepage of a company of the advertising
4 information sending apparatus is displayed in the
5 balloon, and when the URL is selected, the homepage is
6 accessed.

(4) An advertising system using the
2 Internet according to claim 1, characterized in that
3 said system comprises a main server
4 connected to the Internet,
5 the advertising information receiving
6 apparatus automatically accesses the advertising
7 information sending apparatus at the preset time to
8 transmit, to said main server, data related to a user
9 who uses the advertising information sending apparatus,
10 and
11 said main server stores the data related to
12 the user, which is sent from the advertising
13 information receiving apparatus.

(5) An advertising system using the
2 Internet according to claim 4, characterized in that
3 the advertising information receiving
4 apparatus receives service data transmitted from said
5 main server, and
6 on the monitor screen of the advertising
7 information receiving apparatus, display by the
8 service data is done, together with the predetermined
9 character, in the balloon accompanying the character.

(6) An advertising system using the
2 Internet according to claim 5, characterized in that
3 the service data is a questionnaire.

(7) An advertising system using the
2 Internet according to claim 5, characterized in that
3 the service data is fortune-telling data based on the
4 data related to the user, which is stored in said main
5 server.

(8) An advertising system using the
2 Internet according to claim 1, characterized in that
3 the character is always displayed on a front side on
4 the monitor screen of the advertising information
5 receiving apparatus.

(9) An advertising system using the
2 Internet according to claim 1, characterized in that
3 the character is a moving image.

(10) An advertising system using the
2 Internet according to claim 1, characterized in that
3 when a character display region becomes small, a
4 display position is changed.

(11) An advertising system using the
2 Internet according to claim 2, characterized in that
3 the advertising information receiving apparatus
4 sequentially accesses the plurality of advertising
5 information receiving apparatuses.

(12) An advertising system using the
2 Internet according to claim 1, characterized in that

3 the advertising information sending apparatus
4 transmits change information for changing settings for
5 said automatic login means in sending the advertising
6 information.

(13) An advertising system using the
2 Internet according to claim 12, characterized in that
3 the change information changes the settings for said
4 automatic login means to disable or erase the
5 advertising information downloaded from the
6 advertising information sending apparatus at a desired
7 timing.

ABSTRACT

When an advertiser wants to communicate advertising information to users' personal computers (4) from their server (3) through the Internet (1), they have to wait for users to try to access the server (3),
5 and it is an inefficient way of advertisement. Therefore, an efficient system is provided in which communication programs capable of automatic login are installed in users' personal computers (4) so that the computers may automatically access the server (3) at
10 predetermined time to receive latest advertising information through any operation by users.

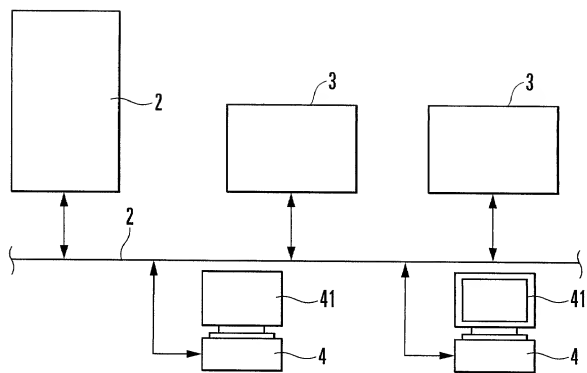


FIG. 1

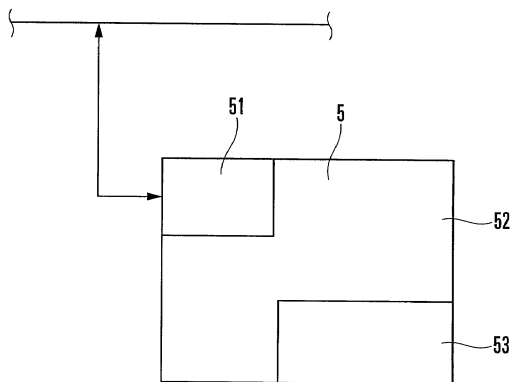


FIG. 2

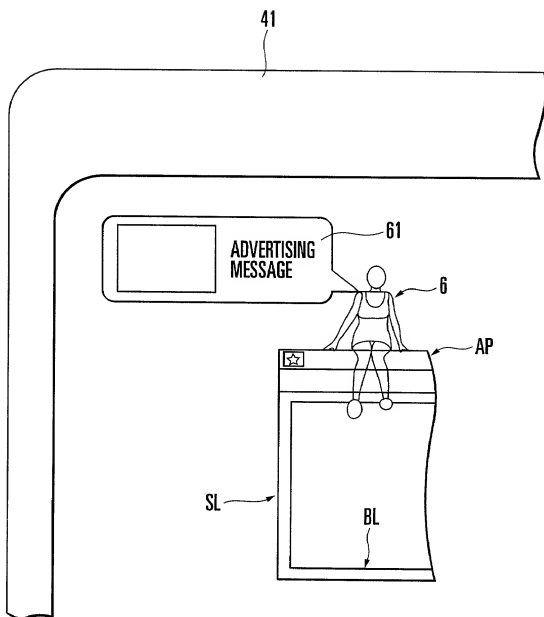


FIG. 3

(Application Serial No.)	(Filing Date)	(Status -- patented, pending, abandoned)
(Application Serial No.)	(Filing Date)	(Status -- patented, pending, abandoned)
(Application Serial No.)	(Filing Date)	(Status -- patented, pending, abandoned)

29 I hereby appoint BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, a firm including: Aloysius T. C. AuYeung, Reg. No. 35,432; William Thomas Babbitt, Reg. No. 39,591; Jordan Michael Becker, Reg. No. 39,602; Bradley J. Berezna, Reg. No. 33,474; Michael A. Bernadicou, Reg. No. 35,934; Roger W. Blakely, Jr., Reg. No. 25,831; Gregory D. Caldwell, Reg. No. 39,926; Kent M. Chen, Reg. No. 39,630; Lawrence M. Cho, Reg. No. 39,942; Thomas M. Coester, Reg. No. 39,637; Roland B. Cortes, Reg. No. 39,152; William Donald Davis, Reg. No. 38,428; Michael Anthony DeSanctis, Reg. No. 39,957; Daniel M. De Vos, Reg. No. 37,813; Tarek N. Fahmi, Reg. No. P41,402; James Y. Go, Reg. No. P40,621; David R. Halvorson, Reg. No. 33,395; Eric Ho, Reg. No. 39,711; George W. Hoover II, Reg. No. 32,992; Eric S. Hyman, Reg. No. 30,139; Dag H. Johansen, Reg. No. 36,172; Stephen L. King, Reg. No. 19,180; Michael J. Mallie, Reg. No. 36,591; Kimberley G. Nobles, Reg. No. 38,255; Ronald W. Reagin, Reg. No. 20,340; James H. Salter, Reg. No. 35,668; William W. Schaal, Reg. No. 39,018; James C. Scheller, Reg. No. 31,195; Charles E. Shemwell, Reg. No. 40,171; Maria McCormack Sobrino, Reg. No. 31,639; Stanley W. Sokoloff, Reg. No. 25,128; Allan T. Sponseller, Reg. No. 38,318; Steven R. Sponseller, Reg. No. 39,384; Edwin H. Taylor, Reg. No. 25,129; Lester J. Vincent, Reg. No. 31,460; John Patrick Ward, Reg. No. 40,216; Ben J. Yorks, Reg. No. 33,609; and Norman Zafman, Reg. No. 26,250; my attorneys; and Robert Andrew Diehl, Reg. No. P40,992; Sharmini Nathan Green, Reg. No. P-41,410; Thomas A. Hassing, Reg. No. 36,159; Edwin A. Sloane, Reg. No. 34,728; and Judith A. Szepesi, Reg. No. 39,393; my patent agents, with offices located at 12400 Wilshire Boulevard, 7th Floor, Los Angeles, California 90025, telephone (310) 207-3800, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of First/Sole Inventor Masahiro Kawano

Inventor's Signature Masahiro Kawano Date February 21, 2001

Residence Tokyo, Japan Citizenship Japan
(City, State) (Country)

Post Office Address c/o INNER BRAIN Kabushiki Kaisha
S2 Building, 15-22, Shinjuku 2-chome, Shinjuku-ku,
Tokyo 160-0022 Japan

Full Name of Second/Joint Inventor Yutaka Inoue

Inventor's Signature Yutaka Inoue Date February 21, 2001

Residence Tokyo, Japan SP4 Citizenship Japan
(City, State) (Country)

Post Office Address c/o INNER BRAIN Kabushiki Kaisha
S2 Building, 15-22, Shinjuku 2-chome, Shinjuku-ku,
Tokyo 160-0022, Japan

Full Name of Third/Joint Inventor _____

Inventor's Signature _____ Date _____

Residence _____ Citizenship _____
(City, State) (Country)

Post Office Address _____

Full Name of Fourth/Joint Inventor _____

Inventor's Signature _____ Date _____

Residence _____ Citizenship _____
(City, State) (Country)

Post Office Address _____

Full Name of Fifth/Joint Inventor _____

Inventor's Signature _____ Date _____

Residence _____ Citizenship _____
(City, State) (Country)

Post Office Address _____

Full Name of Sixth/Joint Inventor _____

Inventor's Signature _____ Date _____

Residence _____ Citizenship _____
(City, State) (Country)

Post Office Address _____